

**Voluntary Corrective Action Plans Under
Section 15 of the Consumer Product Safety Act and
Section 15 of the Federal Hazardous Substances Act**

DATE	FIRM AND PRODUCT	ALLEGED HAZARD	REMEDY
11/95	RIVA SPORTS SANDIEGO, CA 92160 Riva Aqua Sling water balloon sling shots	EYE AND FACIAL INJURIES	Firm has attached warning labels on all packages and on the sling pouches warning of "severe eye damage and facial fractures, as balloons reach speeds of 75mph."



ExchangePlus
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Title: Water Balloon Sling Shots (General File)

Prepared For: CPSC, Esq.

Researched By: Brian W. Healey, Research Manager

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INQUIRERS

Record Type: Inquirer
ATLA Member: BAILL, JEFFREY M
120 SIXTH STREET SOUTH, SUITE 2200
MINNEAPOLIS, MN 55402
Phone: (000) 000-0000
Date: 05/31/95
Topic(s): Toys - Miscellaneous
Abstract: Plaintiff was playing with an Aqua Sling water balloon and suffered a
eye injury.
Comment: P12
ATLA ID: 1333806

Record Type: Inquirer
ATLA Member: HOGLUND, JOHN A.
OLYMPIA, WA 98507
Phone: (206) 786-1717
Date: 01/18/96
Age: 016 yr
Occupation: Student
Topic(s): Toys - Projectile Toys
Abstract: Plaintiff was playing withy a Aqua Sling water balloon launcher,
when the rubber tubing came apart, whipped backed and hit plaintiff
in the eye.
Comment: P12
ATLA ID: 1367156

Record Type: Inquirer
ATLA Member: DICKIESON, DAVID H
SILVESTEIN & MULLENS, #800, 1776 K STREET NW
WASHINGTON, DC 20006
Phone: (202) 452-7975
Date: 04/07/95
Topic(s): Toys - Miscellaneous
Abstract: Plaintiff was struck in the eye with a water balloon causing permanent
vision impairment.
Comment: P12
ATLA ID: 1325836

Record Type: Inquirer

ATLA Member: GERASH, WALTER L.
Organization: Gerash, Robinson & Miranda
GERASH ROBINSON & MIRANDA, P1439 COURT PLACE
DENVER, CO 80202
Phone: (303) 825-5400
Date: 11/15/95
Age: 035
Topic(s): Toys - Projectile Toys
Abstract: Water Balloon Sling Shot. Injury due to being hit by water balloon launched from a large sling shot.
Comment: P15
ATLA ID: 1353166

Record Type: Inquirer
ATLA Member: WOCKEN, PAUL J
BOX 417, RED RIVER AVENUE & MAIN
COLD SPRING, MN 56320
Phone: (612) 685-3678
Date: 10/03/94
Topic(s): Toys - Miscellaneous
Abstract: Plaintiff was injured from the use of a Aqual Sling manufactured by Riva Sport.
Comment: P12
ATLA ID: 1286846

Record Type: Inquirer
ATLA Member: HOWES, MARLIN E
Organization: HORNBERGER & CRISWELL
HORNBERGER & CRISWELL, 31ST FLOOR, 444 SOUTH
FLOWER STREET
LOS ANGELES, CA 90071
Phone: (213) 488-1655
Date: 03/14/95
Age: 014 yr
Topic(s): Toys - Water Toys
Toys - Sling Shots
Abstract: Aqua Cling Water Balloon Sling Shot manufactured by RIVA SPORT, INC. of San Diego. Plaintiff lost an eye while playing with a water sling shot.
Comment: P11
ATLA ID: 1316736

Record Type: Inquirer
ATLA Member: MUHR, WILLIAM W

LAW FIRM OF WM MUHR & ASS, SEVENTH FLOOR, 111
SOUTH TEJON STREET
COLORADO SPRINGS, CO 80903

Phone: (719) 473-7079
Date: 08/10/93
Topic(s): Toys - Miscellaneous
Abstract: Aqua Sling Water Balloon Sling Shot; Plaintiff was using the sling shot with two other individuals. While two individuals held the grips on both ends of the sling shot plaintiff's friend acted as the launcher positioned between and behind the holders. He inserted a potato into the pouch, pulled back on the pouch and released it.
Comment: P12
ATLA ID: 1209306

Record Type: Inquirer
ATLA Member: PHIFER, MICHEL LYNN
Organization: Mithoff and Jacks
MITHOFF & JACKS, SUITE 3450, 500 DALLAS
HOUSTON, TX 77002

Phone: (713) 654-1122
Date: 11/18/94
Age: 014 yr
Topic(s): Toys - Projectile Toys
Abstract: Water balloon launcher manufactured by Riva Sport, Inc.. 14 year old plaintiff suffered blow-out fracture of left eye when struck by balloon.
Comment: P33
ATLA ID: 1304686

Record Type: Inquirer
ATLA Member: SLAVIK, DONALD H
Organization: Habush, Habush and Davis
HABUSH HABUSH & DAVIS, 777 EAST WISCONSIN AVENUE
MILWAUKEE, WI 53202

Phone: (414) 271-0900
Date: 01/22/93
Age: 051 yr
Topic(s): Toys - Projectile Toys
Abstract: Aquasling Water Balloon Sling Shot. Juveniles launching water balloons using three person sling shot struck 51 year old woman in face. Right eye damage.
Comment: P33
ATLA ID: 1166666

Record Type: Inquirer
ATLA Member: FRASIER, JAMES E
Organization: Frasier and Frasier
1700 SOUTHWEST BOULEVARD, SUITE 100, P O BOX 799
TULSA, OK 74101
Phone: (918) 584-4724
Date: 09/07/90
Topic(s): Toys - Projectile Toys
Abstract: Aqua Sling Water Balloon Sling Shot. Aqua Sling had been attached to two wooden posts and plaintiff and friend were using rocks instead of balloons. As plaintiff drew back on sling with a rock in the pouch, the pouch went forward and came back, striking plaintiff in mouth. Broken and crushed jaw; loss of three teeth.
Comment: PDA
ATLA ID: 0990136

Record Type: Inquirer
ATLA Member: KOORY, FRANKLIN
3155 WEST BIG BEAVER ROAD, SUITE 100
TROY, MI 48084
Phone: (313) 649-3240
Date: 06/28/90
Occupation: College Student
Topic(s): Projectile Toys
Toys
Abstract: Case involves eye injuries as a result of being struck by a water balloon launched by a Winger brand water balloon slingshot manufactured by Winger Sports, Ltd.
Comment: P34
ATLA ID: 0977026

Record Type: Inquirer
ATLA Member: BERGER, CHARLES L
BERGER & BERGER, 313 MAIN STREET
EVANSVILLE, IN 47708
Phone: (812) 425-8101
Date: 01/10/94
Topic(s): Toys - Miscellaneous
Abstract: Plaintiff sustained facial injuries when an unknown person fired a water balloon into a crowd with an AQUA SLING. The sling is manufactured by Riva Sports, Inc.
Comment: P12
ATLA ID: 1237006

Record Type: Inquirer
ATLA Member: ROBERTS, RANDELL C
ROBERTS & ROBERTS, 118 WEST FOURTH STREET
TYLER, TX 75701
Phone: (903) 597-6655
Date: 05/04/94
Age: 018 yr
Occupation: Student
Topic(s): Projectile Toys
Abstract: RIVA SPORTS, AQUA SLING Water Balloon Slingshot. Water
balloon launched from slingshot struck plaintiff in eyes. Injuries to
eyes.
Comment: P15
ATLA ID: 1254976

Record Type: Inquirer
ATLA Member: FUJIMOTO, WARD F N
Organization: Fujiyama, Duffy and Fujiyama
SUITE 2700, PAUAHI TOWER, BISHOP SQUARE
HONOLULU, HI 96813
Phone: (808) 536-0802
Date: 12/28/94
Age: 015 yr
Occupation: student
Topic(s): Toys - Miscellaneous
Abstract: Water Sports of Florida Model Ws-200 water balloon launcher. 15
year old male was at a beach park when he was struck in the face by
a water balloon propelled by launcher. Blindness in left eye; 50
vision in right eye.
Comment: P33
ATLA ID: 1302296

Record Type: Inquirer
ATLA Member: MACIEJEWSKI, DONALD
SPOHRER & WILNER P A, 444 EAST DUVAL STREET
JACKSONVILLE, FL 32202
Phone: (904) 354-8310
Date: 09/08/94
Age: 014 yr
Topic(s): Toys - Miscellaneous
Abstract: A large slingshot made with surgical tubing and sold as a toy caused
injuries to plaintiff. Plaintiff was using a Master Blaster with the aid
of two other boys to launch a water balloon. The tubing split and
snapped back and put plaintiff's eye.
Comment: P12

ATLA ID: 1287456

REFERENCES

Record Type: Inquirer
ATLA Member: THOMAS, CLARENCE M
TEN CHURCH LANE,
BALTIMORE, MD 21208
Phone: (301) 484-0300
Date: 08/15/89
Age: 035 yr
Topic(s): Toys - Projectile Toys
Abstract: APYC Big Shot projectile adult toy. Shoots large water balloon from attachment with metal hook. 35 year old woman was attempting to launch projectile when point of attachment came untied and metal snap struck her hand. Multiple fractures of hand.
Comment: P33
ATLA ID: 0914276

Request number: 0638

Date Processed: 6/12/95

Date Requested: 6/15/95

Due Date: 6/15/95

Assigned to: F-6

Organization: F-6

T.O.:

Req. Summary:

Sample number: T-793-0463 Swr 1 + 2

Sample Disposition: Return to Requestor Store at Whse Other:

EVALUATION REQUESTED: Fill balloons about the size of tennis balls

weigh, make a least 10 trials to measure average velocity using photoelectric screens. Call Ron Reichel for tips on testing. (Try smaller balloons if time permits.) Verbal report on velocity measurements ASHA.

EPI ASSESSMENT: Dates: From To Sort by Mfg. Yes No (Short Memo Please)

ID1 IP11 NEISS Comments NEISS Estimates Deaths NFIRS

Hazard:

Requested date: 6/15/95 or sooner Attachments:

PRODUCT SAFETY ASSESSMENT (PSA) TECHNICAL EVALUATION REQUEST

Note: Print, use black pen, no blue ink.

Requested by: J. Kennedy Org. Codes: CECA FOIR

Date: June 13, 1995 Priority: AB Case#

PRODUCT INFORMATION

Manufacturer: Riva Sports State: CA

Product: Water balloon Slingshot "Hydra Slng"

Brand name, model, etc.

Sample number:

Sample Disposition:

EVALUATION REQUESTED:

weigh, make a least 10 trials to measure average velocity using photoelectric screens. Call Ron Reichel for tips on testing. (Try smaller balloons if time permits.) Verbal report on velocity measurements ASHA.

EPI ASSESSMENT: Dates: From To Sort by Mfg. Yes No (Short Memo Please)

ID1 IP11 NEISS Comments NEISS Estimates Deaths NFIRS

Hazard:

Requested date: 6/15/95 or sooner Attachments:

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PSA 0638

6-13-95

Kronograph = Photo electric screens (2)
Measures in micro-seconds

FROM: ROBERT HUNDEMER; LS

TO: J. KENNEDY; CECA

SUBJECT: SPEED MEASUREMENTS OF WATER BALLOONS.

SHORT GREEN DEVICE

WEIGHT IN GRAMS	PULL DISTANCE	FEET PER SEC.
1 239	30 INCHES	68
2 213	30 INCHES	68
3 203	30 INCHES	76
4 250	30 INCHES	61
5 259	30 INCHES	66
6 307	30 INCHES	59
7 279	41 INCHES	81
8 260	41 INCHES = 3ft 5in	80

= 55 mph

LONG ORANGE DEVICE

WEIGHT IN GRAMS	PULL DISTANCE	FEET PER SEC.
1 252	42 INCHES	70
2 179	42 INCHES	83
3 200	42 INCHES	77
4 167	42 INCHES	83
5 327	42 INCHES	73
6 298	42 INCHES	62
7 270	42 INCHES	72
8 370	42 INCHES = 3ft 6in	73
9 288	60 INCHES = 5ft *	109

= 50 mph

= 74.3 mph

* Directions call for 6ft maximum extension.

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PSA 0638

6-13-95

FROM: ROBERT HUNDEMER; LS

TO: J. KENNEDY; CECA

SUBJECT: SPEED MEASUREMENTS OF WATER BALLOONS.

SHORT GREEN DEVICE

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5 327	42 INCHES	73
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7 270	42 INCHES	72
8 370	42 INCHES	73
9 288	60 INCHES	109

106

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PRODUCT SAFETY ASSESSMENT (PSA) TECHNICAL EVALUATION REQUEST
Note: Print, use black pen, no blue ink.

Requested by: Jean Kennedy Org. Codes: CECA FOUR

Date: 2/24/95 Priority: A Case# FW950004

PRODUCT INFORMATION

Manufacturer: Riva Sport State: San Diego, CA

Product: water balloon slingshot

Sample number: T-793-0353 Sub 1 & 2 (100 & 200yd)

Sample Disposition: X_Return to Requestor Store at Whse Other:

EVALUATION REQUESTED:

ES - test launch velocities.

- test impact force from several distances, e.g. 30yd, 50yd, 100yd

ASSESSMENT: Dates: Sort by Mfg. Yes No

ID1 IP11 NEISS Comments NEISS Estimates Deaths NFIRS

Hazard: eye injury

Requested date: 3/03/95

Attachments:

PSA ACTION (FOR PSA USE ONLY)

0168

Request number:

2/27

Date Processed:

3/3

Date Requested:

Due Date:

Assigned to:

Organization:

T.O.:

Req. Summary:

1017

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PRODUCT SAFETY ASSESSMENT (PSA) TECHNICAL EVALUATION REQUEST

Note: Print, use black pen, no blue ink.

Requested by: Jean Kennedy Org. Codes: CECA FOWR

Date: 2/24/95 Priority: A Case# FW950004

PRODUCT INFORMATION

Manufacturer: Riva Sport State: San Diego, CA

Product: water balloon slingshot

Sample number: T-793-0353 Sub 1 & 2 (100 & 200yd)

Sample Disposition: X_Return to Requestor ___Store at Whse ___Other:___

EVALUATION REQUESTED: ES - test launch velocities. for various weight projectiles at
two different distances-- Determine Energy at
(See Ron Reichel & Mike Giddings for formulation of test
Plan)

EPI ASSESSMENT: Dates: Sort by Mfg. ___Yes ___No

___IDI ___IP11 ___NEISS Comments ___NEISS Estimates ___Deaths ___NFIRS

Hazard: eye injury

Requested date: 3/03/95 Attachments:___

PSA ACTION (FOR PSA USE ONLY)

Request number: 0168

Date Processed: 2/27

Date Requested: 3/3

Due Date:___

Assigned to:___

Organization: ES-F4

T.O.:___

Req. Summary:___

(Rev 6/94 fppsa)

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United States
CONSUMER PRODUCT SAFETY COMMISSION
Washington, D.C. 20207

MEMORANDUM

Date: April 5, 1995

To : Jean Kennedy, Division of Corrective Actions

Through: Marc Schoem, Director, Division of Corrective Actions
James F. Hoebel, Acting Director, *J. Hoebel*
Division of Mechanical Engineering

From: Roy W. Deppa, Division of Mechanical Engineering
Phone 301:504-0494 Ext. 1306 *Roy W. Deppa*

Subject: PSA 0168, RP950004, Riva Sport Water Balloon Slingshot

Ref: Sample Number T-793-0353

Request: Test launch velocities for various weight projectiles at two different distances, Determine energy at several distances, e.g. 30yd, 50yd, 100yd.

Discussion: The product is a type of slingshot designed to launch a water-filled balloon. The package contains the slingshot device, a bag of balloons, a nozzle for attachment to a hose bibb for filling the balloons, and a piece of red vinyl sheet approximately 23 cm square that is intended as a target. The slingshot is intended to be used by three people; one to pull back the pouch, aim and release the water balloon, the other two to hold the two ends of the device.

The file includes reports of incidents in which people were struck by the water balloon. Some of these incidents resulted in injury.

Two samples were provided, labeled by the manufacturer as "Recreation Model 100 YD Range" and "Competition Model, 200 YD Range". The significant difference between these two models is in the length of tubing.

As discussed previously, this assessment was limited to a small informal demonstration and analysis. The devices perform adequately, allowing reasonable aim to be achieved, and there appear to be no obvious deficiencies in construction. The labeling is inaccurate, however, as it is not possible under normal conditions to achieve anywhere near the 200 YD (approx. 185 meters) range claimed for the larger unit. Furthermore, the instructions state "Never stretch tubing more than six (6) feet when launching balloons." When stretched that distance, the longer device will launch a balloon approximately 30 meters. The device may be stretched

considerably farther than two meters. When stretched about four meters, however, the water balloon generally breaks on release. The shorter device may not be stretched as far, but when stretched very tightly at about 1.5 meters, it will launch a balloon about 40 meters, again far short of the claimed range.

At launch, the velocity of the water balloon is around 20 m/sec. Thus, the energy at launch of a balloon holding the recommended amount of water ("size of tennis balls") would be in the range of 25-30 joules.

Conclusion: ES does not believe the product contains a deficiency in either design or construction that presents an unexpected hazard. The energy at launch of a balloon filled according to instructions is about equal to that of a baseball thrown in youth leagues. (This comparison is not useful in visualizing impact, however, as the impact characteristics of baseballs and water balloons are not similar.) The manufacturer's claimed ranges for the two samples are not realistic. ES recommends no further technical activity.

UNITED STATES GOVERNMENT

MEMORANDUM

U.S. CONSUMER PRODUCT
SAFETY COMMISSION
WASHINGTON, D.C. 20207

OCT 30 1989

TO : Terri Rogers, CARM

THROUGH: Frank Brauer, Project Manager, PSA Team
Andrew G. Ulsamer, Ph.D., AED, HS AGU
Marilyn L. Wind, Ph.D., Director, HSPS MLE

FROM : Robert G. Hazard, M.D., HSPS R.H.H.

SUBJECT: Response to PSA Request No. 4743

Request:

The subject PSA requests HS to review injuries reported to CPSC caused by use of water balloon slingshots.

Background:

This product is a sling composed of surgical rubber tubing usually requiring three persons to operate and is used to launch water filled balloons at a velocity in excess of 200 feet/second at a range exceeding 100 yards.

Discussion:

There have been four injuries reported to CPSC caused by use of water balloon slingshots. Two of these injuries involved the face or eyes of the victim, one was reported to have caused a severe bruise, and one injury to the chest presumably caused a cardiac arrest. There is also one reported injury from a water balloon hurled from a rapidly moving car.

A 10 year old boy was struck by a water balloon below the left eye causing a fracture of the left eye orbit or bony socket of the eye (IDI 881007WES4003). This type of injury may occur when the force of a blunt object is exerted upon the orbit of the eye causing compression of the eyeball. There is expansion of the eyeball perpendicular to the direction of impact and this transmitted force can result in a "blowout" fracture of the orbital floor and medial wall. This type of fracture requires surgery to repair. In addition, in this particular case there was injury to the retina caused by the same transmitted force causing a partial loss of visual acuity in the left eye with a possible permanent partial vision loss.

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Another injury involved a 24 year old male who was struck in the right eye by a water balloon while a spectator at a football game. The water balloon and launching sling were apparently homemade. The balloon presumably traveled 1,000 yards. Although this injury was similar to the one described above, it is difficult to relate it to this product because we do not know what the characteristics of this launching sling were. The injured man sustained a right sided optic neuropathy and a hole in the macula of the retina which has limited vision to 20/200 in the right eye. This victim also sustained an orbital blowout fracture which required surgery.

Another eye injury reported was sustained by a 16 year old male who was struck in the right eye by a water balloon. At the time of injury he was apparently riding on the hood of a car traveling approximately 60 miles per hour. He was struck in the face by a water balloon hurled from an oncoming car traveling approximately the same speed. This victim also sustained an orbital blowout fracture requiring a surgical repair and has subsequently made an uneventful recovery. Although this is similar to the first injury discussed it was not the result of a water balloon shot by a slingshot. However, it should be considered analogous because of the speed imparted to the balloon by the closing velocities of the two cars.

Two other injuries have been reported to CPSC but no medical records are available for review. A severe contusion (bruise) of the thigh was sustained by a 34 year old female passenger on a sailboat who was struck by a water balloon launched from a dock (IDI 890625WES4006). There is also a reported injury of a 9 year old male who was struck in the chest by a water balloon and although sustaining a loss of consciousness and cardiac arrest made an uneventful recovery (IDI 890925WES4006).

Conclusion:

Of the reported injuries that have been caused by water balloons which are documented by medical records, eye and facial injuries are the most serious. Injuries to other parts of the body would likely result in superficial injuries such as bruises with no permanent disability. A direct impact by a water balloon to the thorax or abdomen could result in serious injury. Cardiac arrest has been reported. Children could be at particular risk for this type of injury. Injuries caused by impact to the face and eye have caused documented severe injury requiring hospitalization and surgery. In two of the reported cases this type of injury has caused lifelong disability including partial loss of vision.

4-28

Jean.

My demonstration yielded a maximum range of approx. 250 ft, using the laser device. The initial velocity would have been approx. 65 miles/hr.

Roy (Deppa, ES)

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PRODUCT SAFETY ASSESSMENT (PSA) TECHNICAL EVALUATION REQUEST

Note: Print, use black pen, no blue ink.

Requested by: Jean Kennedy Org. Codes: CECA FOWR

Date: 2/24/95 Priority: A Case# FW950004

PRODUCT INFORMATION

Manufacturer: Riva Sport State: San Diego, CA

Product: water balloon slingshot

Sample number: T-793-0353 Sub 1 & 2 (100 & 200yd)

Sample Disposition: X_Return to Requestor ___ Store at Whse ___ Other: ___

EVALUATION REQUESTED: ES - test launch velocities. for various weight projectiles at
two different distances - Determine Energy at
(See Ron Reichel & Mike Giddings for formulation of test
Plan)

EPI ASSESSMENT: Dates: ___ Sort by Mfg. ___ Yes ___ No

___ IDI ___ IPII ___ NEISS Comments ___ NEISS Estimates ___ Deaths ___ NFIRS

Hazard: eye injury

Requested date: 3/03/95 Attachments: ___

PSA ACTION (FOR PSA USE ONLY)

Request number: 0168

Date Processed: 2/27

Date Requested: 3/3

Due Date: ___

Assigned to: [Signature]

Organization: ES-E4

T.O.: ___

Req. Summary: ___

2-28-95
[Signature]

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PRODUCT SAFETY ASSESSMENT (PSA) TECHNICAL EVALUATION REQUEST
Note: Print, use black pen, no blue ink.

Requested by: Jean Kennedy Org. Codes: CECA FOUR

Date: 1/19/95 Priority: B Case# FH950004

PRODUCT INFORMATION

Manufacturer: Riva Sport (and others) State: CA

Product: Aqua Sting - a water balloon launcher (toy?)
[there will possibly be other manuf samples which are
basically the same]

Sample number: _____

Sample Disposition: XX Return to Requestor _____ Store at Whse _____ Other: _____

EVALUATION REQUESTED: HF:1. Evaluate likely ages of users. _____

2. Evaluate likely type of play by those users. _____

3. Evaluate perception of risk of injury by those users. _____

4. Evaluate present label information to direct type of play. _____

5. Evaluate label effectiveness to address perception of water-filled balloons as causing serious injury. _____

6. Suggest label that would change perception of water-filled balloons as causing serious injury and also to not use to water-soak people. _____

EPI ASSESSMENT: Dates: From _____ TO _____ Sort by Mfg. _____ Yes _____ No _____

____ IDI ____ IP11 ____ NEISS Comments ____ NEISS Estimates ____ Deaths ____ NFIRS

Hazard: eye injury, i.e. retinal tears, hemorrhage, cut iris, orbital fracture or "blowout"

Requested date: February 6, 1995

Attachments: If you want IDIs, I can provide those. Perhaps this is a reference source answer.

(Rev 6/94 fpps)

PSA ACTION (FOR PSA USE ONLY)

Request number: 9984

Date Processed: 1/23/95

Date Requested: _____

Due Date: 2/6/95

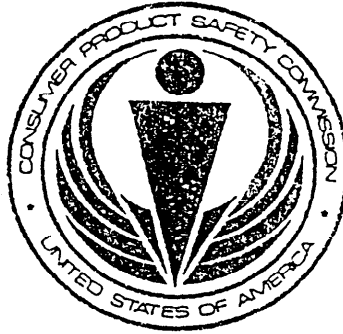
Assigned to: _____

Organization: HF

T.O.: _____

Req. Summary: _____

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U.S. CONSUMER PRODUCT SAFETY COMMISSION

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United States
CONSUMER PRODUCT SAFETY COMMISSION
Washington, D.C. 20207

MEMORANDUM

DATE: FEB 23 1995

TO : Jean Kennedy, CECA

Through: Dr. Robert D. Verhalen, Associate Executive Director
Directorate for Epidemiology

FROM: George Sweet, EPHF, 504-0468 (x1283)

SUBJECT: PSA # 9984; Riva Sport Aqua Sling

*Factors
that contribute
to injury*

Request

The Office of Compliance and Enforcement asked the Division of Human Factors to complete the following tasks: 1) evaluate likely ages of users, 2) evaluate likely type of play by those users, 3) evaluate perception of risk of injury by those users, 4) evaluate present label information to direct type of play, 5) evaluate label effectiveness to address perception of water-filled balloons as causing serious injury, and 6) suggest label that would change perception of water-filled balloons as causing serious injury and also to not use to water-soak people.

Background

The subject product is a large sling-shot water balloon launcher. It consists of three main parts.

- Two 4-inch-long foam handles at each end.
- Rubber tubing extending from handle to handle (approximately 66 inches or 5 1/2 feet long when not stretched). The circumference of the tubing is approximately 1 1/4 inches.
- A 7 1/4 inch square pouch that has a strap attached to the back of it.

Additionally, a 9-inch square plastic target is included with the product. The front of the package states "For ages 21 and over" and in small print (capital letters are approximately 1/16 inches high) a warning on proper use and balloon choking hazard. The warning on proper use is as follows: ✓